

Evening Ledger

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Vain glory is a gorgeous flower, but it never produces any fruit.

A Triumph for the Advertising Men

PHILADELPHIA can get what it wants, if it really wants it. The advertising men set out to get the convention of the Associated Advertising Clubs for next year.

There is nothing which we cannot command if we go after it with whole-hearted enthusiasm and unflinching determination.

We can have the Delaware lined with piers for the use of which the shipping of the world will compete.

We can have railroad terminals along the water front crowded with incoming and outgoing freight until the port of Philadelphia, 90 miles from the sea, rivals the port of Hamburg, which is only a few miles nearer salt water.

We can have great factories converting the raw material produced in America into finished products for use the world over.

But why particularize further? The future is secure provided we continue to work as we have been working in recent months.

They Do Not Seek Another Agamemnon

RUDOLPH BLANKENBURG, notable lover of men and children, sweetener of the sour places in public life with genial sympathy and humor; stalwart, loyal, self-sacrificing citizen; fearless and upright public servant; ardent patriot; an honor to the land of yore adoption, outstanding in these trying days as a high example, not to your compatriots alone, but to all foreign and native-born Americans—that is the tribute of Dartmouth College to the Mayor of Philadelphia, delivered at the very moment when pygmies were plotting an scheming and conspiring together at Atlantic City to put into his prodigious public shoes the Chinese feet of a manikin.

What Are We Going to Do About It?

ABEL BOTTOMS was a student in municipal government at the University and was asked to describe how political grafters hold up contractors until they get their share of the profits, his story of the Hunting Park avenue firehouse case would make an admirable thesis on the general subject.

Whether his story is more than a description of the kind of thing that happens has yet to be proved. But there is probably not a city contractor who has not been approached with the information that if he would give one, three, five or ten thousand dollars to the right person, the necessary appropriations would be made, or the inspectors would be lenient. And there are some who have been told that if they would not "divide," inspectors would be put on the job who would condemn everything.

But this sort of thing is done in such a way that it is practically impossible to prove it. So what are we going to do about it? This is the question which the voters will be called upon to answer in November. If they want grafting to stop they can stop it, but if they do not care, contractors who have had actual experiences like those which Mr. Bottoms describes, will have them again.

On With the Municipal Dance

A HUNDRED couples danced on the city streets Tuesday evening in the first municipal ball of Philadelphia. It was an impromptu affair. The police roped off a bit of street at 6th street and Baltimore avenue, and the Municipal Band supplied the music. Only the heavens frowned on a very important step toward a healthier, happier city.

It is a big ball indeed that the Chief of the Bureau of City Property thus set rolling. There are going to be more such affairs out there; perhaps some arrangement can be made for dancing on the City Hall plaza, where another band plays regularly. But the idea needs still a bigger field. When the cool weather comes again and outdoor bands cease playing, the municipal dance should continue under cover.

Chicago and Cleveland have proved the worth of the venture. With a small admission or with soft drinks on sale, the expenses can be practically cleared. But even if a municipal dance hall means a real addition to the city budget, the profit in human welfare would more than offset it. Young men kept out of saloons and poolrooms, young women taken from shady cafes and of questionable corners; all of them set to a healthful, natural and beautiful exercise; that is something worthy of any great city.

The Examination Fares

IT IS not condoning the criminal morality of Annapolis midshipmen to suggest that the school and college examination is a failure. No matter what disastrous moral strain such tests may put upon a student, the United States expects a commensurate strength of character and sense of honor in the men who are to be the national defenders of our virtues.

The fact remains, however, that the examination is being rapidly proved a failure. It is a moral failure which is endorsed by

professorial police. It is an intellectual failure even where, as in Princeton, the "honor system" keeps it normally decent. The only question is how to replace it. Recognizing that daily work counts more than an annual test which may be "crammed" through, high schools and colleges are generally adopting a system by which a certain grade of scholarship through the year merits the examination. Gary, Indiana, where children really enjoy school as a place in which they make, discover and think interesting things, has chucked the antiquated test overboard.

The problem of the teacher is to teach. If he does that well, he can tell who is too lazy to profit by it. The examination is the clumsiest of tests for the finest of human qualities—reciprocity.

Give Us Back Our Ships

AGAINST the Government going into the shipping business the vote of the Chamber of Commerce of the United States was overwhelming. It was even more overwhelmingly in favor of subventions from the Government to assist in the establishment of freight and mail lines to countries in which we have important commercial interests.

The vote was 645 to 116 in favor of the proposal for the creation of a Federal Shipping Board to investigate and report to Congress regarding the navigation laws and to have full jurisdiction in all matters pertaining to overseas transportation.

The Chamber of Commerce of the United States embraces within itself all shades of political opinion. It has repeatedly evinced a broad and comprehensive knowledge of all subjects on which its opinion has been asked. Never have its conclusions been characterized by narrowness. Its verdict represents with remarkable accuracy the sentiment of the nation, a sentiment which is rapidly growing into a demand which the Administration cannot neglect or overlook.

The country wishes, first, a scientific and exhaustive study of the navigation laws with the idea of their modernization; and, secondly, a definite program for the rehabilitation of the marine. It is not afraid of subventions. Subsidies do not frighten it. Taxpayers do not object to spending a little money when a double return is probable. Nor can they see any reason why labor, as under the present law, should be given a subsidy in the form of higher wages, while the capital invested in ships is deprived of any and all protection.

It behooves Philadelphia, greatest of ship-building centers, to be first and foremost in the fight to put the flag back on the high seas. It is not too early now to make ready a gigantic memorial to Congress, demanding that that body without delay proceed to the solution of the problem before it and deliver the nation once and for all time from the economic slavery into which it has been plunged by the surrender of control over its own carrying trade.

Nebraska's Contribution in Time of Peril

IN MANY ways, no doubt, Mr. Bryan served his country, but never did he serve it better than when he retired from the high office into which he had been catapulted by the vicissitudes of fortune and thus permitted the appointment of Robert Lansing as his successor. There can once more be national confidence in the conduct of our foreign affairs.

Breeding True to Type in Indiana

BIOLOGISTS tell us that the racial type persists. There may be variations and exceptions, but the Caucasian remains a Caucasian, the Mongolian a Mongolian, and the dog returns to his vomit.

The wholesale indictment of Republican and Democratic leaders in Indiana for election frauds is what the political biologist would expect. Indiana elections have been notorious since Colonel Dudley, treasurer of the Republican National Committee, wrote to the chairman of the State Committee in the Harrison campaign of 1888, to see that the voters amenable to "reason" were marched to the polls in "blocks of five." It is not necessary to go into more ancient history. It is enough to know that no State and no party can be debauched over night. The Terre Haute scandals, which have resulted in the conviction of a lot of leaders and their imprisonment, occurred because the Indiana type persisted, and the latest indictments, this time in Indianapolis, and including the man who has been chairman of the Democratic National Committee, grow out of the same reasons.

Neither party in Indiana has a monopoly of the infamy. The biological type that is inclined to election frauds is found in all parties, and the inexperienced amateur is the only man who advocates separating the sheep from the goats so that one party may contain nothing but crooks and the other nothing but straight goods. The process of separation must be postponed till a later date, and the Judge will then know one from the other.

What is so rare as a Thaw in June?

All the steel companies are winning these days.

It looks as if there wouldn't be any "academic freedom" for the trustees.

The Dutch broom at the masthead seems to be transferred to an English ship.

The Middletons seem to have thought they were studying in a college of burglary.

"Tom" Taggart doesn't add to public confidence by promising to take care of "the boys."

The mobs of Atlanta are a bigger disgrace to Georgia than a murderer acquitted would be.

The Jitney Rights party will have a large following if its platform will tell pedestrians how to keep out of the path of the jitneys.

If the Negroes of the South hold an Emancipation Exposition in Richmond this July they might open it with the funeral of "grandfather."

The latest Norwegian steamer to meet a submarine had to throw its cargo overboard to save its hull. What a pity the ladder which sank the Lusitania didn't apply this principle to the passengers.

LIKE A CERTAIN PLACE

From the Boston Evening Transcript.

Peace at any price is paved with good intentions.

SALESMEN ARE BORN, NOT MADE

The Man Who Can Take a \$5,000,000 Order for Locomotives Had It in Him at the Beginning and Only Needed Opportunity.

By GEORGE W. DOUGLAS

THERE is somewhere in Philadelphia today a youth who in ten or fifteen years will go to Russia or China or Argentina, or Chicago and take an order for \$5,000,000 worth of locomotives. The opportunity is awaiting him, if he can grasp it. It would not be enough for him to think he could do it. He would have to prove in some way that he was able to "deliver the goods."

It would be necessary, however, to compete with a large number of men for the chance, because every alert and ambitious employe of the Baldwin Locomotive Works hopes that some day he may have an opportunity to show what a big order he can get.

There was a time when the ambitious man in the works looked forward to admission to the partnership, where his years of effort and his skill and experience could be capitalized in such a way as to give him a share in the profits of the business which he had assisted in creating. But this reward is no longer in sight. It disappeared in 1903 when the partnership system was abandoned and the business was reorganized as a corporation. Promotion to the sales department is what the men are now looking for. It is the spectacular part of the business, as well as the source of all its prosperity.

President Alva B. Johnson, of the company, says that he and his associates are continually looking for men with the ability to sell locomotives.

The company some time ago was in the habit of taking on every year a large number of men from the colleges and technical schools as indentured apprentices. At the expiration of their period of service such of them as had proved their ability and as many as there was room for were employed on the regular force. This system of developing the higher grade of men was abandoned about five years ago because it complicated the relations of the company with the men who already knew their trade. Now only such men as are needed are trained in the business, and the old law of the survival of the fittest is allowed to work out in the way of promotions. The man who manifests executive ability is reasonably sure to be advanced, for, as Mr. Johnson says, the company is more anxious to push capable workers ahead than the men are to be pushed.

Salesmen Must Be Expert Engineers

Selling a locomotive today is not so easy as it used to be. In the old days when a railroad company wanted more engines the president would come to the Baldwin works in Philadelphia, or go to the Rogers works in Paterson or the McQueen works in Schenectady and buy what was for sale there. He was content with what the engine would do. But today the railroads are not content with what the locomotive makers choose to build. They want to move a certain number of loaded cars over a given grade at so many miles an hour. They may have low-grade coal available on that part of their line, and the engine must be constructed to make steam economically from fuel of that class. The salesman must understand the principles of locomotive construction so thoroughly and the steaming qualities of all grades of coal so well that he can tell after a brief calculation on the spot approximately what the engines will cost and how he will solve the problem. More than this, his solution must be able to stand the test of examination by railroad experts. When it is submitted by the railroad president to his board of directors the railroad experts of his financial advisers will either approve or disapprove, and if they disapprove they will point out the error in the salesman's calculations.

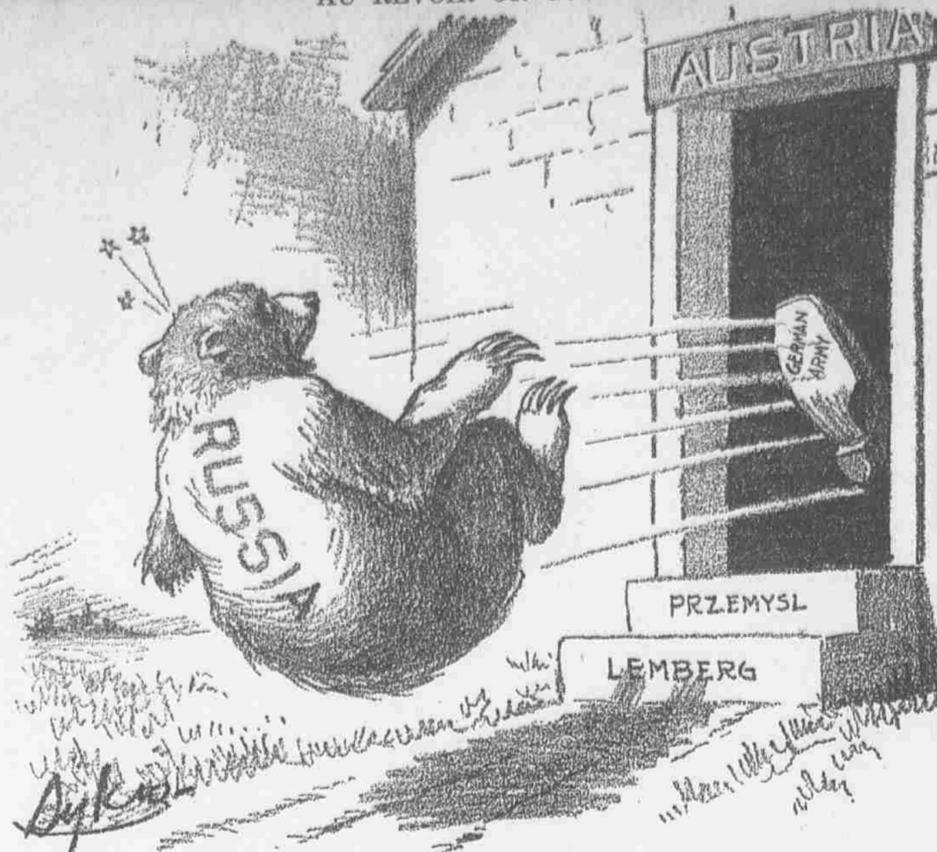
So, as Mr. Johnson explained, it is imperative that the salesman know his business. He must have a thorough technical training. If he has not secured it in the technical schools he must get it somewhere else. The Baldwin works, themselves, constitute one of the best technical locomotive schools in the world. The engineers there have solved the problems as they have arisen, and what they have learned the technical schools themselves are now teaching to students. The principles of locomotive construction have been worked out in practice in the Broad street works more thoroughly and more completely than in any other machine plant in the country.

Under present conditions, therefore, some of the best salesmen are developed from men promoted from the engineering department. They know both the theory and the practice of design. But the sales force is recruited from every department, wherever a man with the necessary knowledge can be found.

Plenty of Room at the Top

But the man who can get an order for \$5,000,000 worth of locomotives such as that which Russia has recently given to the Baldwin must be more than an engineer and more than a designer and more than a student of finance. He must combine all three, and in addition he must be familiar with the business conditions prevailing throughout the world, including the state of credit and the principles of international banking. He must be able to convince his customers that his locomotives are best fitted for the service for which they are intended, and he must understand how they can be paid for by the railroad or the government which buys them. The international salesman must be a man of different training and equipment from that required of the man whose customers are in the United States.

Although the Baldwin works usually employ about 13,000 men, one gets the impression when talking with President Johnson that every one of them is under the eyes of an immediate superior who is constantly looking for evidences of unusual ability so that it may be utilized for the good of the company. The success of the enterprise depends on the skill of the men engaged in it. "Yet," Mr. Johnson says, "it is true here as everywhere else, that there is a dearth of men with initiative and originality. We are looking for them all the time, and are mighty glad when we find them. There is plenty of room at the top, and the man who is bigger than the job that he is filling finds it easy to get up higher. The opportunities are awaiting the men ready for them."



SPEAKING THE PUBLIC MIND

Views of Readers on the Scott Nearing Case, Billboards at the Beach, Neutrality at Sea and Other Matters of Current Interest.

To the Editor of Evening Ledger:

Sir—Your editorial in this evening's issue on the theme, "Too Ashamed to Fight," is a clarion call. Having spent a good part of today in the endeavor to arouse some of my fellow alumni to the significance of the crisis in the affairs of the University of Pennsylvania, I can fully sympathize with your attitude toward the "hushers." We found it not easy to get all the men we wanted to sign a call upon the Board of Trustees for specific reasons for the refusal to reappoint Nearing, although we emphasized the fact that the issue was not the individual in question, but his views, but his right to express his views when and where he saw fit, the age-old conflict over freedom of speech.

These trustees, not all of them, of course, but the majority, the reactionary crowd, are the "men behind the guns." There is too much editorial fustian over "reorganization" and the "gang," meaning politicians who are merely agents of "the interests." These big financial interests dependent upon ill-gotten franchise are the people with "the stake." They are the interested people. Some politicians are in "politics" for financial gain, but others because they enjoy "the game," the power, the prestige. Shoot at the "men behind the guns." They are the men afraid of freedom of speech, of expert investigators, of honest economic opinions fearlessly expressed, of any change in the status quo which will adjust matters in the interest of more justice in the distribution of wealth.

Could any one conceive after a careful reading of the life histories that these men, who absolutely control the destinies of this great nation, have any sympathy for the doctrines taught the public by Scott Nearing? Have the late additions to this board been selected for accomplishments in the educational world? Are there any "others on the board"? Any clerical? Any poets? Any philosophers? Does not the list of names sound frankly commercial?

Should not this struggle resolve itself into a determined effort to make this university a State institution in fact with control by all the people all the time? Shall we tolerate continued control by a group of interlocking directors who control the destinies of public utility corporations, whose property is a necessity to the people's disadvantage (strap-hanging and the abolition of the jitneys being better dividend paying propositions than a seat for every passenger)?

In the list of appropriations signed by the Governor appears first one headed State Institutions (followed, mark you, by one headed Semi-State Institutions). Where did the University of Pennsylvania appear? In the first; not even semi-state. To certify trustees for expenditure at their discretion with accountability to no one goes \$750,000 from the public treasury besides \$150,000 for the University Hospital. Yet there is no public institution, one of the trustees declares. By what warrant, then, do they get this money of the taxpayers?

Here is the largest school in the State, covering an area within two miles of the center of the State, larger than that of any similar institution in the State and more valuable, all of it exempt from taxation. Here is an institution which holds itself forth to the prospective student as a State institution, printing in the catalogue at the head of its other names that of the Governor of the Commonwealth as ex-officio its titular head. Why is a purely private affair? Why some years ago was the name changed from the College of the City of Philadelphia to the University of Pennsylvania and why the objections to the names of University of Philadelphia by Banks Business College and Western University of Pennsylvania, now the University of Pittsburgh, the guiding spirits of this institution intended to make people believe that it was a State institution so as to attract students in large numbers? My guess is that the trustees, at the present juncture, I should like to hear some editorial comment along the lines above suggested by the Evening Ledger, which is to be congratulated for its progressive attitude on many matters of public interest.

HENRY J. GIBBONS, Sec.-Treas. of 1901 College Permanent Organization. Philadelphia, June 21.

Debs, etc., etc., and I am for such as they who stay out of the clouds, like Root, Lodge and Penrose; Knox, Longworth and Cannon; Stokes, Gallinger and Taft; Crane, Barnes and Grundy, etc. In other words when men are antagonistic to the business interests I am against them and vice versa (with one exception—the rum business—and the quicker that goes to smash, the better will I like it). Ousting Nearing was assuredly good riddance of "bad rubbishage."

Philadelphia, June 21.

H. M. B.

FREEDOM OF SPEECH

To the Editor of Evening Ledger:

Sir—What is truth? said jesting Pilate and would not stay for an answer. But the things that Pilate stood for have passed away. The radicals would not stay. Era succeeded unto era. It is good for an era to be criticized. It saves it from stultic decay. And brings forth a new era. Philadelphia, June 23.

R. H.

BILLBOARDS AND BEAUTY

To the Editor of Evening Ledger:

Sir—In 1912 I bought 53 Berwyn Place (a continuation of Berkeley Square) after looking over property for three months in Atlantic City, as I considered it the choicest residence district in Chelsea, owing to the wonderful bathing beach known as Newton Beach, which was then restricted from all buildings. The beauty of the laws of Congressman Vane, Mr. Taubel and the Newtons enhanced the charm—the quiet and lack of publicity made it most desirable from a family point of view.

What was my horror on returning to Atlantic City to find an unsightly hut and a great billboard, with a mass of broken cement where the beautiful beach with the breakers bounding over it had been. In Germany and England and France the municipal authorities control the architecture of their towns, so no unsightly structure will mar the existing beauty. In America the American Liberty analogous with Hoena's? Mr. Lambert's signs are not hurting Mr. Vane so much (as Mr. Vane is rich enough to leave Atlantic City and forget this unpleasant incident).

But what about the rest of the cottagers? ... The article in Monday's EVENING LEDGER says people "litter" as they read the sign—beg its pardon, they say "shame, shame, outrageous. It should not be permitted."

Philadelphia, June 21. SADIE AUCKER.

THE TABLE D'HOTE TREE

To the Editor of Evening Ledger:

Sir—May I be permitted to thank you for your editorial on my plant research work in the Evening Ledger of Tuesday, June 23, 1915. Also, may I be also permitted to say that I am not attempting (as the editorial states) to blight "the individualism of the plant world." I am trying to prove that the present and existing constructive forces of plant life are greater than any genus or species. To prove it I have made lilac grow on privet, and have live slips on cedar and peach trees. Beyond all genus and species of plant and animal form, in an ever-advancing constructive vital causality which constrains the genus and species of plants and animals into new forms at this hour.

HENRY G. WALTERS, Langhorne, Bucks County, Pa., June 23.

NEUTRALS AT SEA

To the Editor of Evening Ledger:

Sir—Your paper is entitled to much credit for its advocacy of the doctrine of a free sea, that is if you mean a real freedom and not a delusive freedom intended only to benefit one or more particular nations. But as long as consular rights are recognized as a thing which neutrals must not carry, no real freedom can exist. Warring nations have the right to destroy each other's commerce, but neutrals are in a different class and should possess rights independent of the others. Germany informs the world that a free sea is her sole desire. England proclaims to the world that the sea belongs to her. Nothing but a world confederation can handle such a matter, for otherwise the strongest fleet will rule the waves—necessity naturally to their own advantage, which later will be the source of all evil. If we mean the right of neutral ships to immunity from capture by either England or Germany, contraband or no contraband, we are on the right track. Philadelphia, June 19.

PADRAIC LAGAN.

FOR AUTO PROTECTION

To the Editor of Evening Ledger:

Sir—Hardly a week goes by that I do not read in your valuable paper of some of your contemporaries the story of an automobile accident where the passengers or driver, more frequently than not both, have been seriously injured by burns, etc., caused either by an overturned automobile, or fire caused by what I believe the automobilists term "back fire." It seems to me there should be some way of preventing these catastrophes. Not very long ago I heard of a small fire extinguisher of these in Philadelphia. I do not see any reason that it is not used. Inasmuch as lives are endangered by such fires, and for the purpose of public safety, it seems to me that the government or State regulation should be made to require that every automobile should have a fire extinguisher. It would be a good plan to make it obligatory

that every automobile should carry one of these new fire extinguishers? I understand that this new style of extinguisher is extremely popular in England and other foreign countries. SAFETY FIRST. Philadelphia, June 19.

THE NATION'S LIBRARY

Ready to Render Service to Any Citizen. Not Necessary to Go to Washington.

Herbert Putnam, Librarian of Congress, in the Most of the activities of the Federal Government reach out from Washington to confer some benefit upon local enterprise or the individual citizen. But the National Library, with its comprehensive collection of books, prints, music and (within the field of American history) of manuscripts, might seem to be of use only to the visitor to Washington.

The fully effective use of the collection can only be upon the premises. But this is not to say that the books and other matter remain inert upon the shelves except as some inquirer, visiting Washington for the purpose, seeks them here. The library also is a publisher, and a considerable one. It issues numerous "lists" which, if they are not contributions to science, music and (within the field of American history) of manuscripts, might seem to be of use only to the visitor to Washington.

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Nor is he limited to the published lists. Should his topic be unrepresented in them he is at liberty to write directly to the library for an appeal list upon it; and unless the topic be one upon which the aid of his own local library should prove sufficient, he will get what he asks for. Twelve or fifteen thousand such requests reach the library each year and are answered, even if they are not for a list of books, but for some specific information; provided, of course, the answer is possible through a moderate reference and can be kept within a moderate compass.

The justification of the response (which in a way assumes the library to be a sort of bureau of information) is that with its great collections (exceeding now 3,000,000 items), its efficient bibliographic apparatus and its staff of employees expert in the handling of this, it can with a minimum of effort and expense render a large and varied service which local institutions could render, if at all, only by the multiplication of effort and expense.

But the inquirer thus directed to the sources of information is only past the threshold of his inquiry. He still needs the books themselves. Well, if the books are books which are not to be had near at hand, he may secure them from the National Library. He has only to ask his local library to borrow them for him, and they will be sent—at his expense for the transportation.

There are, of course, limitations to such loans: it is not the duty of the Federal Government to substitute itself for local enterprise. It is not practicable to furnish books for mere recreation, or for ordinary self-instruction or culture. These are within the province of the ordinary public library. But where the book is an unusual book, for the unusual need, and the National Library has it, and can at the moment spare it, it will be lent.

Our citizens engaged in serious research—though not a class by themselves, for they include every one with a problem of the moment, even if unprofessional—are but a fraction of the population. To the others who are using their local libraries for ordinary purposes there is another service, which, though indirect, may prove of fundamental concern. This consists in the relief afforded by the National Library to local libraries by the publication and sale of its catalogue cards. These cards embody a complete catalogue entry by author, and for the most part subject also, for every book currently received by the National Library, and the major portion of the books in its existing collection. They also indicate the classification of each book in the collection here. They are "standard" in size and form, and may be inserted into the card catalogue of any American library. The price charged is but nominal.

There is no citizen having a serious problem to which a library may respond, and for which his local library proves inadequate, who may not look to the National Library for assistance.

ANSWERS

From the Boston Evening Transcript. A soft answer turneth away wrath, but it leads to a lot of correspondence.

AMUSEMENTS

B. F. KEITH'S THEATRE CHESTNUT AND TWELFTH STREETS

WHOLE HILL OF STARS BRICE & KING WALTER C. KELLY

PRINCESS BALDAR; TIGER & BARBETTE; MILO; GALETTI'S BARDOLINI; OTHERS.

GLOBE MARKET AND JUNIPER PHOTO-PLAYS 11 TO 12 10C-15C

Viola Allen—"WHITE SISTER" NIXON'S ROBERTS INVENTION; A MEL-O-DY GRAND; HARRIS; BERTON; MICK; TESS; BERT; MACK & WALLACE; DE LEON & DANIELS; WILFRED DUBOIS; PICTURES.

Woodsie Park Theatre. Hours: 8:15 and 10:15. "A KNIGHT FOR A DAY" Trocadero